

***LOUIE PERRY, Jr.***

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June 14, 2001

Ms. Whitney Rick  
Chief Research and Promotion Staff, Cotton Program  
Agricultural Marketing Service, USDA  
Stop 0224  
1400 Independence Avenue SW  
Washington, DC 20250-0244

RE: Request for comments to be used in a review of 1990 amendments to the Cotton Research and Promotion Act – Docket number (CN-01-002), 66FR 16440, March 26, 2001.

Dear Ms. Rick:

With this letter I would like to express to you my complete support of this country's Cotton Research and Promotion Program that is administered by Cotton Incorporated and funded through the Cotton Board.

I have been a cotton producer in Moultrie, Georgia for over thirty years and am active in a number of our industry's leadership organizations. These involvements afford me many opportunities to interface with other producers and members of all sectors in this nation's cotton industry. It is evident to me that strong support in favor of the Cotton Research and Promotion Program continuing without conducting a referendum is widespread throughout.

The need for continued promotion and innovative production and processing research is extremely critical at this time, as our industry is facing severe economic dilemma, with the current low prices, and the programs comprehensively fulfill these needs. It is paramount that we continue to promote more demand for cotton in this country and abroad. This promotion program has, in the last ten years, been instrumental in the U.S. per capita cotton consumption doubling to thirty-seven pounds per consumer annually. The Cotton Incorporated Seal of Cotton is recognized by seven out of ten consumers and the Fabric of our Lives slogan has become ingrained in the majority of America's subconscious. These are obviously extremely effective programs.

Since every assessment dollar is needed to fund these important research and promotion programs, I urge you not to divert any of these monies and human resources needed to conduct an unnecessary referendum at this time. After all, there is a structure in place to allow growers and importers to seek a referendum, if dissatisfied with the programs.

In closing, I do appreciate the USDA for its supervision of this research and promotion program but hope mine, and the voices of producers like me, will be heeded in this matter. Thank you for your consideration.

Sincerely,

*Louie Perry*

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